

PWYC0002/MRK

EMBEDDING INTERNET MESSAGE BOARD DISPLAY LINKS

ABSTRACT OF THE INVENTION

The present invention will reserve lines of space within a message board display at predetermined positions for paid advertisement listings, such as hypertext links. The present invention will post purchased advertisement listing at the predetermined positions within the message board display in response to subscriber input. The present invention will post user messages to the message board display, adding new messages as they are input, while preserving the predetermined position of the advertising links.